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ABSTRACT

How students, parents, and teachers reacted to the Channel One school news broadcast was studied in eight high schools and seven junior high schools in three school districts. Subjects included 581 teachers, 2,457 students, and 652 parents who were surveyed at the beginning of their experience with Channel One and at the end of the school year. The decision to adopt Channel One had been based on the promise of equipment and cabling rather than a specific curricular need or curricular content. Teachers felt little investment and did not seem concerned about making a serious effort to implement the broadcast in a meaningful way. In some schools, staff believed that school-produced programs and announcements made possible by the system were more valuable than the news program. In general, students at the junior high school level liked the broadcast more than did the high school students, and teachers liked it better than did students. Parents did not seem to know much about Chapter One. Parents and students were more likely to think that the advertisements on Channel One would have adverse effects than were teachers. As teachers and students gained experience, they were less inclined to believe that Chapter One teaches critical consumerism. Experience increased teacher approval of the program, but decreased student and parent approval. Four tables and two figures illustrate study findings. The surveys are also included. (Contains 6 references.) (SLD)

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Channel One: Reactions of Students, Teachers and Parents

Author:

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IR016332

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CHANNEL ONE: REACTIONS OF STUDENTS, TEACHERS AND PARENTS

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In the flurry of activity surrounding contractual agreements and installation of equipment to support the Channel One news broadcast, many people have neglected to ask critical questions concerning the implementation of this innovative educational program. The program is designed to be used as a complete, twelve-minute broadcast, but the literature on educational media contains ample evidence showing that teachers frequently use only specified parts of media products rather than entire sequences as they are packaged (Cambre, 1987). Past experience demonstrates that rushing to place technology in schools without adequate planning can lead to failure of an innovation (Cuban, 1986; Fullan and Pomfret, 1977; Goodlad, 1975; Knupfer, 1988; Rogers, 1983). Like any other educational tool, the success of Channel One will not rest solely within the product itself but will depend upon how it is received by the key people who use it and the way in which it is implemented.

It follows then, that some key questions need to be addressed such as: Does Channel One offer a product that is worthwhile? Is it answering a need in the curriculum? How do the teachers implement the 12-minute news show? What are teachers doing to reinforce the news teaching and to teach critical viewing of advertisements? In order to determine the answers to these questions, it is important to investigate how Channel One is being utilized within schools and what the parents, teachers, and students think of it.

The purpose of this study was to examine how students, teachers, and parents reacted to the Channel One news broadcast initially and after experience with the program. Students, teachers, and parents in three school districts were surveyed to gather information about how the news broadcast was initiated in their school, how it was implemented, what they thought about Channel One, and their habits concerning news consumerism.

These groups were surveyed twice; once at the beginning of their experience with Channel One and once at the end of the school year to see if their opinions of the broadcast or their news-related activities changed after experience with the broadcast. Spot checks were done in the form of interviews and classroom

observations to see how the broadcast was being implemented and if it had any effect on students' interest in the news.

RESEARCH QUESTIONS

1. Were decisions to adopt Channel One based on curriculum support?

2. Were decisions to adopt Channel One based on opportunism?

3. Who made the decision to adopt Channel One?

4. What factors most influenced the decision to adopt Channel One?

5. How has the broadcast time been accommodated within the schedule of the school day?

6. How are teachers implementing the content of Channel One?

7. What are the opinions of teachers, students, and parents upon initial introduction to Channel One and after experience with the program?

8. Do senior high school students react any differently to Channel One than do junior high students?

METHODOLOGY

Subjects

A sample of high schools and junior high schools was selected based upon which schools in three districts received the Channel One broadcast. All schools that received the broadcast within the three chosen districts were surveyed; this included eight high schools and seven junior high schools.

Cooperation of the administration was secured to provide for smooth distribution and collection of survey instruments. It was hoped that this strategy would provide the best return rate.

Subjects included 581 teachers, 2457 students, and 652 parents from junior high and high school within three different school districts. The subjects were selected randomly within each school.

Materials and Method

Three sets of written survey instruments were developed for use with the teachers, students, and parents respectively. Each instrument contained questions that were measured on a five-point

Likert-type scale as well as open-ended questions intended to draw out more information.

Each group was surveyed twice, once after two weeks of experience with the Channel One broadcast and again two weeks prior to the end of the school year. Each set of survey instruments for the parents and students remained identical between the pre and post experience. The post survey instrument used for the teachers was slightly different from that used in the pre survey.

Surveys were distributed to school principals who, in turn, requested the cooperation of the teachers in gathering the data. Students surveys were distributed to entire classes of students and collected immediately upon completion. Students who were surveyed were asked to take a survey instrument home to their parents. Return rates were one hundred percent for students, about 95% for teachers, and about 25% for parents.

Analysis

Data analysis was conducted with summary and nonparametric statistics. These allowed accurate comparisons to be made and visually diagrammed for presentation. Information collected by interview was analyzed qualitatively.

RESULTS & CONCLUSIONS

The decision to adopt Channel One was based on opportunism rather than on curricular content or a specific curricular need. Schools were interested in receiving something at a low cost, and personnel were especially excited about the possibility of receiving equipment and cabling. In some cases teachers were disappointed because the equipment configuration prevented them from doing the type of activity that they had envisioned.

In each district, the superintendent or the superintendent along with the school board made the decision to allow Channel One within the district. Each superintendent then allowed the final decision to be made by the individual school principals. Some of the principals consulted with the teachers and others did not.

The teachers had little investment and did not seem concerned about making a serious effort to implement the broadcast in a meaningful way. Those teachers who were involved in the decision to adopt Channel One seemed to be making a better effort to make it successful than those who were not consulted prior to implementation. In some schools the staff believed that the real value of Channel One was not in learning about the news, but instead was related to the outgrowth of activities attributed to the Channel One broadcast. For example, some schools used the system for school announcements, one school started its own

within-school news program, and another one extended that idea outside of the school to support community events.

The twelve minutes of time was handled in various ways but all schools tried to implement the program in a way that did not subtract time from existing subjects. One district added twelve minutes to the school day for each school using Channel One. The other two districts provided the twelve minutes by a combination of shortening passing time between classes, shortening lunch period, or using homeroom time for the Channel One broadcast.

In general, students at the junior high level liked the broadcast more than did the high school students. Teachers had a more favorable assessment of the broadcast than did the students. Parents did not seem to know much about the broadcast. More parents responded to the second round of the survey which suggests that more parents became more aware of Channel One or possibility more attentive to Channel One issues during the school year.

In most cases, Channel One was implemented as a stand-alone topic rather than in accordance with curricular goals. There appeared to be little class time devoted to preparing the students for the broadcast or for discussions following the broadcast. Students' attention to and involvement with reading newspapers did not seem to increase over the course of the school year, but students appear to watch television news more frequently.

The attached graphics represent the percentage of respondents that agreed or strongly agreed with each listed topic. It is evident from the graphics that initially about 70% of teachers and 50% of students agreed that Channel One was easier to understand than other television news broadcasts, and each of those percentages increased by approximately 5% after experience with the broadcast. After experiencing the broadcast, a higher percentage of students and parents believed that advertisements can have too much influence on students; teachers were the opposite.

In general, as teachers and students gained experience with Channel One they were less inclined to believe that it teaches critical consumerism. When asked if the product is a very good quality teaching tool, teachers were the more enthusiastic than parents and students, and more of teachers agreed with this statement after experience with the product; students and parents were the opposite. In response to a query about whether their school should continue Channel One, teachers and high school students seemed to lose some interest while junior high students gained enthusiasm for the broadcast during the schoolyear; a clear majority of all groups agreed that their school should continue.

In the interest of saving space in this publication, I will not discuss each of the graphics, but I shall attach selected graphics along with samples of the written survey instruments for the reader to study.

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Rogers, E. M. (1983). *Diffusion of innovations* (3rd ed.) New York: The Free Press.

DEMOGRAPHICS

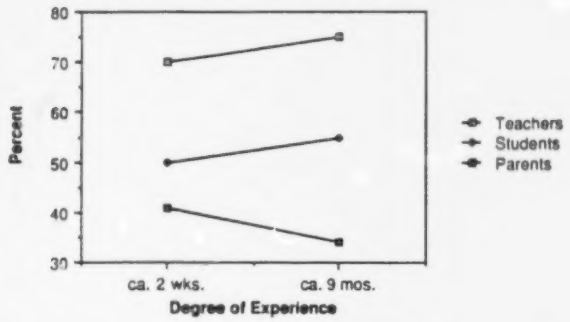
Round One

	Teachers	Students	Parents
Junior High	275 of 280	1105	58
High School	306 of 320	1322	82
TOTAL	581	2427	140

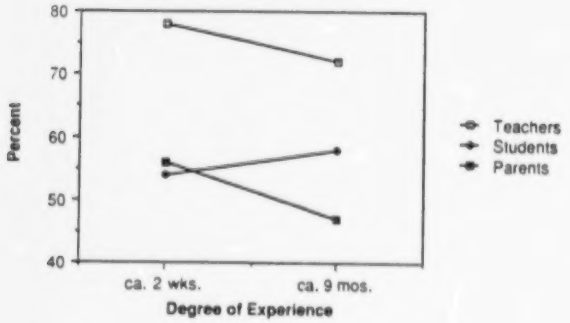
Round Two

	Teachers	Students	Parents
Junior High	272 of 280	1118	316
Senior High	301 of 320	1339	336
TOTAL	573	2457	652

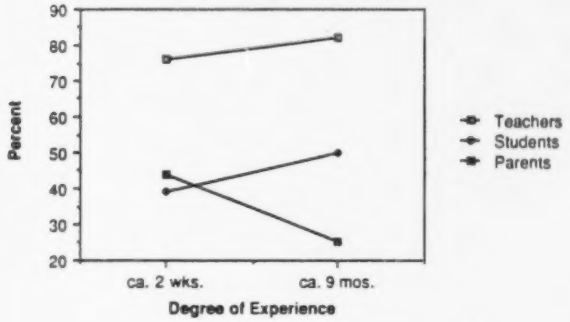
Easier to Understand than Other TV News



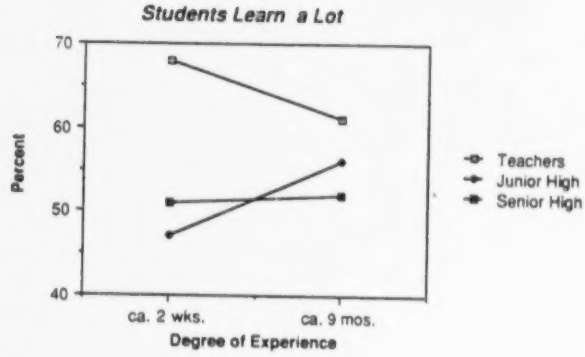
Teaches Current Events Very Well



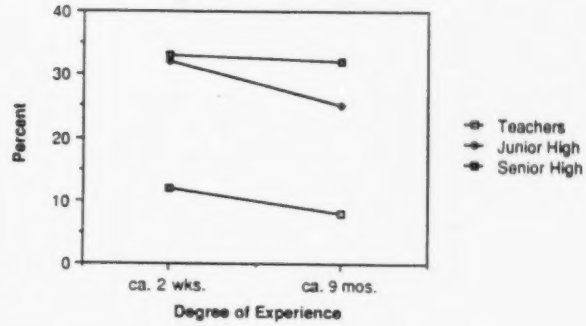
Teaches Geography Very Well



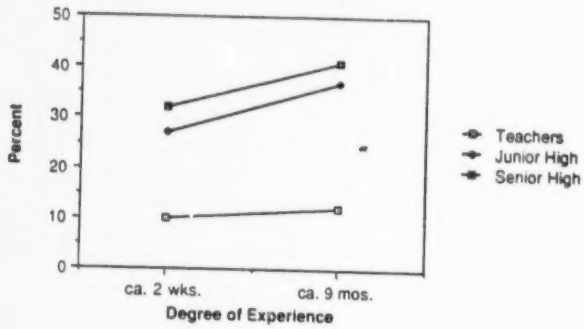
Students Learn a Lot



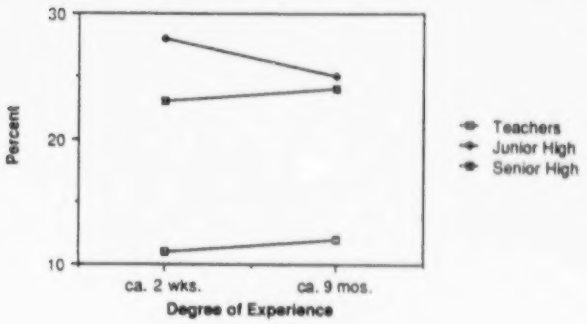
Students Seem Bored



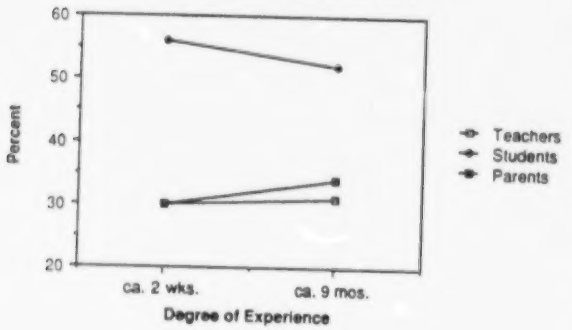
Channel One is Too Simple



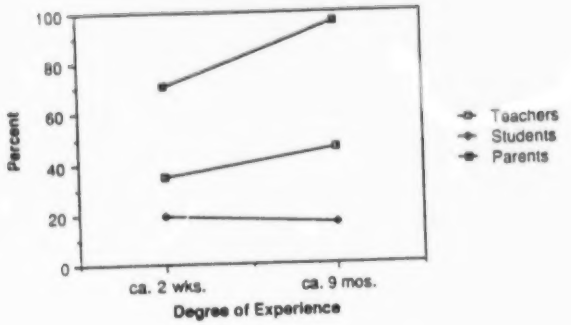
Too Complex for Short Time



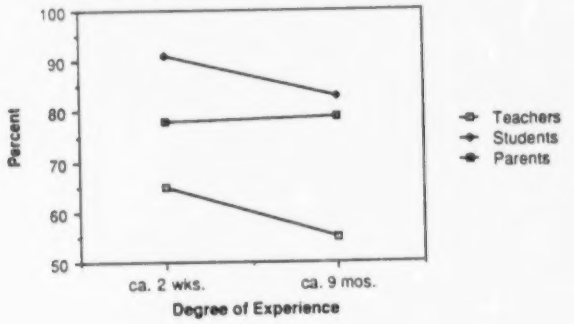
Encourages Thinking About the News



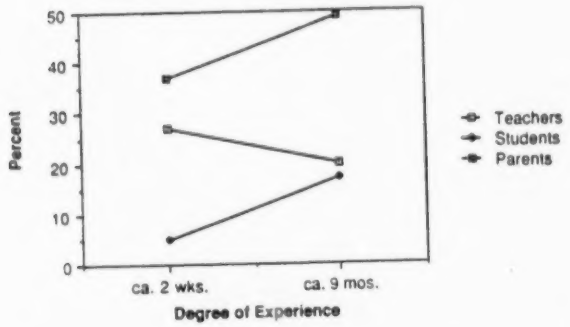
Discuss Ads



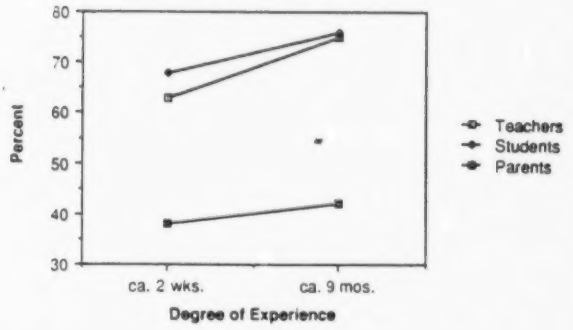
Not Convinced it Teaches Critical Consumerism



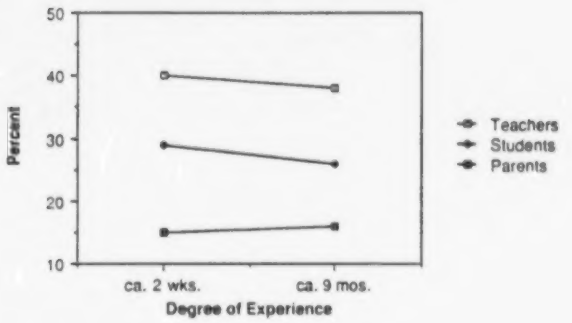
Ads Have Too Much Influence



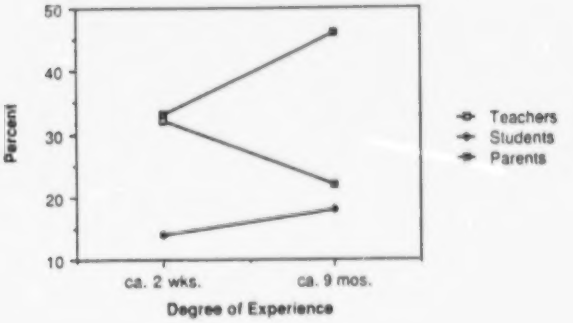
Ads Same as Those on TV



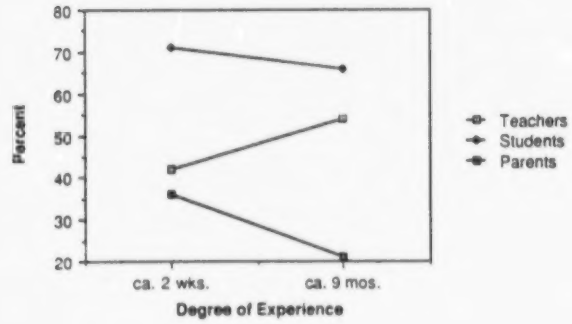
Ads are Pretty Truthful



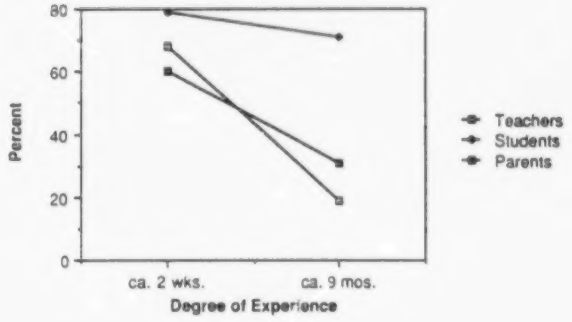
Ads Don't Belong in School



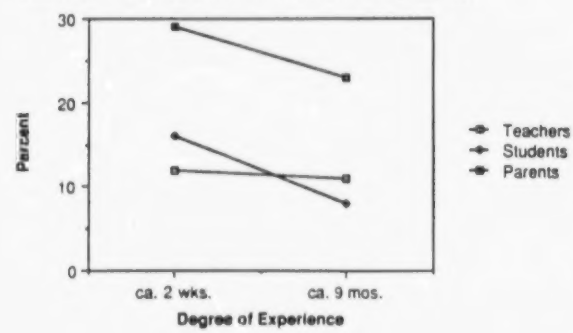
Nothing Wrong with Ads in School



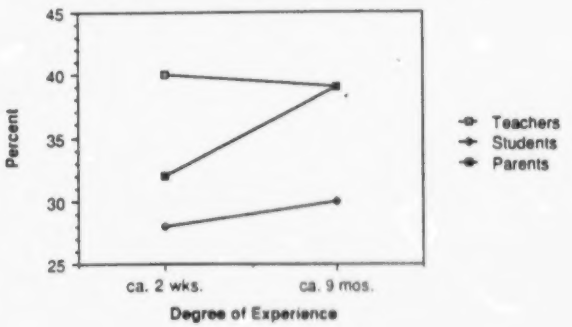
Ads in School are OK



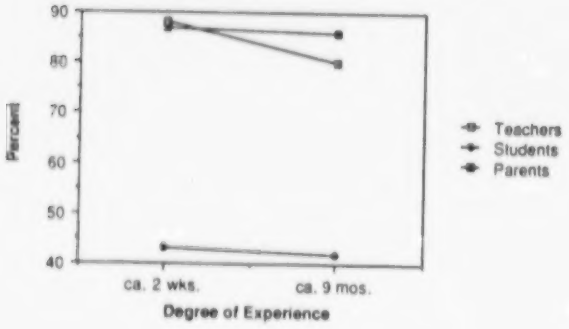
Causes Students to Read More News Magazines



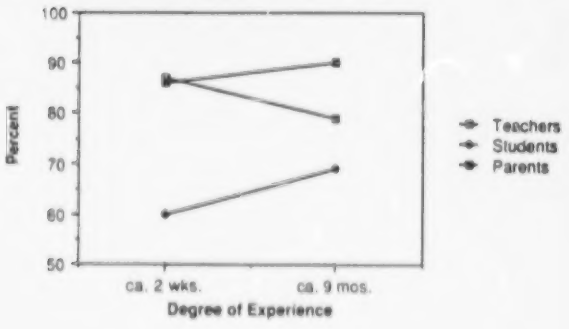
Read News Magazines at Least 3 Times Weekly



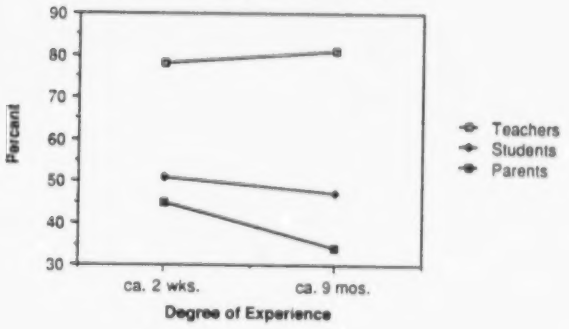
Read Newspaper At Least 3 Times Weekly



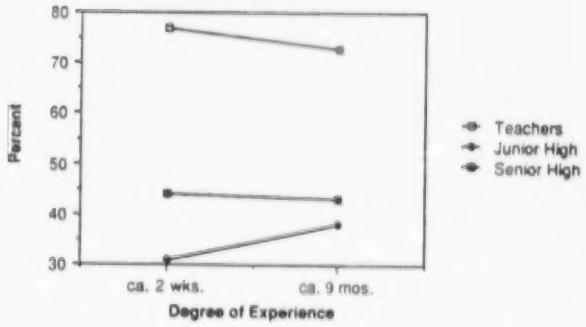
Watch News at Least 3 Times Per Week



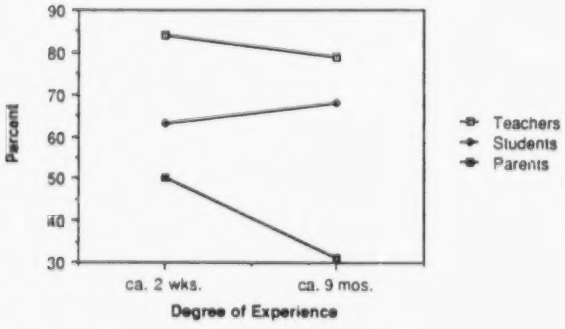
Very Good Quality Teaching Tool



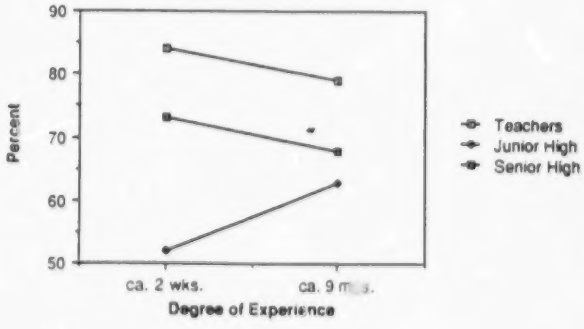
I Like Channel One a Lot



School Should Continue Channel One



Should Continue Channel One



Channel One News Survey for Teachers

School _____ Name (optional)_____ Your Grade or Subject _____ Gender_____ Years Teaching _____ Date PRE

Circle a number for each statement below.

The News:	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1 Is a very good quality teaching tool.	1	2	3	4	5
2 Is accurate.	1	2	3	4	5
3 Covers the most important issues.	1	2	3	4	5
4 Covers the same topics as national daily news programs.	1	2	3	4	5
5 Is too fast-paced for the students.	1	2	3	4	5
6 Is too slow for the students.	1	2	3	4	5
7 Is just the right pace.	1	2	3	4	5
8 Is too simple for my students.	1	2	3	4	5
9 Is too complex to cover in such a short time.	1	2	3	4	5
10 I like Channel One news a lot.	1	2	3	4	5
11 Our school should continue to view Channel One news.	1	2	3	4	5
12 Students learn a lot from Channel One news.	1	2	3	4	5
13 Students remember a lot about the news.	1	2	3	4	5
14 The supplementary materials are excellent.	1	2	3	4	5

In any <u>week</u>, how often do you:	Never	1-2 Times	3-4 Times	5-6 Times	Every Day
1 Watch the news on TV at home?	1	2	3	4	5
2 Read the newspaper?	1	2	3	4	5
3 Read news magazines?	1	2	3	4	5

In any <u>week</u>, how often do you do the following in conjunction with Channel One?	Never	1 Times	2 Times	3 Times	4-5 Times
1 Use the provided supplementary materials.	1	2	3	4	5
2 Discuss the news after we view it.	1	2	3	4	5
3 Discuss cause and effect relationships with students.	1	2	3	4	5
4 Use Channel One to teach critical consumerism.	1	2	3	4	5
5 Discuss fact versus propaganda.	1	2	3	4	5
6 Discuss predicting outcomes with students.	1	2	3	4	5
7 Classroom discussions lead to extended activities.	1	2	3	4	5
8 I have time to prepare a good lesson to use with Chan.1.	1	2	3	4	5
9 I have time in the school day to do follow-up activities.	1	2	3	4	5

Channel One:	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1. Is easier for students to understand than other TV news.	1	2	3	4	5
2. Is sensitive to multi-cultural issues.	1	2	3	4	5
3. Helps students become culturally literate.	1	2	3	4	5
4. Helps students become better citizens.	1	2	3	4	5
5. Teaches students about our government.	1	2	3	4	5
6. Teaches students about health.	1	2	3	4	5
7. Teaches students to be critical consumers.	1	2	3	4	5
8. Helps students see cause and effect relationships.	1	2	3	4	5
9. Is effective for teaching about international events.	1	2	3	4	5
10. Is effective for teaching about national events.	1	2	3	4	5
11. Is effective for teaching about local events.	1	2	3	4	5
12. Helps students become critical thinkers.	1	2	3	4	5
13. Leads students to read more news magazines.	1	2	3	4	5
14. Leads students to read more newspapers.	1	2	3	4	5
15. Answers a need in the curriculum.	1	2	3	4	5
16. Teaches current events very well.	1	2	3	4	5
17. Teaches geography very well.	1	2	3	4	5
18. Is a very valuable educational tool.	1	2	3	4	5
19. Is boring to the students.	1	2	3	4	5
20. Holds the close attention of most students.	1	2	3	4	5
21. Lightens my workload.	1	2	3	4	5
22. Increases my workload.	1	2	3	4	5
23. Channel One promotes follow-up discussion/activities.	1	2	3	4	5
24. Channel One can stand alone with no discussion.	1	2	3	4	5

What percentage of your class:
1. Pays close attention to the news? ____%
2. Pays close attention to the advertisements? ____%
3. Is actively involved with discussions? ____%

Which students seem to benefit most from using Channel One?
_____ Remedial/At Risk _____ Average _____ Above Average _____ Other, please explain

TURN THIS PAGE OVER AND FILL IN THE BACK

Knupfer, Chan One p. 11

The Advertising:	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1. Does not belong in schools.	1	2	3	4	5
2. Can have too much influence on students.	1	2	3	4	5
3. Is pretty truthful about the product.	1	2	3	4	5
4. Pressures students to buy products like others have.	1	2	3	4	5
5. Our classroom discusses the advertisements.	1	2	3	4	5
6. Channel One ads are like the ads shown on regular TV.	1	2	3	4	5
7. Students seem to like the ads better than the news.	1	2	3	4	5
8. Students remember the advertising more than the news.	1	2	3	4	5
9. There is nothing wrong with watching ads in school.	1	2	3	4	5
10. I see ads in other places in school, not just Channel One.	1	2	3	4	5

Write a brief explanation for each following question.

1. What problems could arise out of showing advertisements in schools?

2. Do you think it is okay to show advertisements in school? Why or why not?

3. Check all who were involved in making the decision to implement Channel One?

   ____ Superintendent ____ School Board ____ Principal ____ Teachers ____ Parents ____Students

4. What **factors** influenced that decision?

5. **Why** do you think Channel One has caused such a **controversy**? Please explain.

6. In your opinion, what is the **key issue** that educators should be concerned about?

7. Are you attempting to fit the program **into the curriculum** or is it being used as a **stand-alone topic**? (check 1)

   _____ Fit into curriculum. **HOW?**_____

   _____ Stand-alone topic

8. What usually happens in your classroom after the Channel One broadcast is over?

9. How has your school accommodated the extra 12 minutes to view Channel One news? If there has been any change in daily schedule, how do you feel about it?

Channel One News Survey for Teachers

School _____ Name (optional)_____ _____ Your Grade or Subject _____ Gender_____ Years Teaching _____ Date POST

Circle a number for each statement below.

The News:	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1 Is a very good quality teaching tool.	1	2	3	4	5
2 Is accurate.	1	2	3	4	5
3 Covers the most important issues.	1	2	3	4	5
4 Covers the same topics as national daily news programs.	1	2	3	4	5
5 Is too fast-paced for the students.	1	2	3	4	5
6 Is too slow for the students.	1	2	3	4	5
7 Is just the right pace.	1	2	3	4	5
8 Is too simple for my students.	1	2	3	4	5
9 Is too complex to cover in such a short time.	1	2	3	4	5
10 I like Channel One news a lot.	1	2	3	4	5
11 Our school should continue to view Channel One news.	1	2	3	4	5
12 Students learn a lot from Channel One news.	1	2	3	4	5
13 Students remember a lot about the news.	1	2	3	4	5
14 The supplementary materials are excellent.	1	2	3	4	5

In any <u>week</u>, how often do you:	Never	1-2 Times	3-4 Times	5-6 Times	Every Day
1 Watch the news on TV at home?	1	2	3	4	5
2 Read the newspaper?	1	2	3	4	5
3 Read news magazines?	1	2	3	4	5

In any <u>week</u>, how often do you do the following in conjunction with Channel One?	Never	1 Times	2 Times	3 Times	4-5 Times
1 Use the provided supplementary materials.	1	2	3	4	5
2 Discuss the news after we view it.	1	2	3	4	5
3 Discuss cause and effect relationships with students.	1	2	3	4	5
4 Use Channel One to teach critical consumerism.	1	2	3	4	5
5 Discuss fact versus propaganda.	1	2	3	4	5
6 Discuss predicting outcomes with students.	1	2	3	4	5
7 Classroom discussions lead to extended activities.	1	2	3	4	5
8 I have time to prepare a good lesson to use with Chan.1.	1	2	3	4	5
9 I have time in the school day to do follow-up activities.	1	2	3	4	5

Channel One:	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1. Is easier for students to understand than other TV news.	1	2	3	4	5
2. Is sensitive to multi-cultural issues.	1	2	3	4	5
3. Helps students become culturally literate.	1	2	3	4	5
4. Helps students become better citizens.	1	2	3	4	5
5. Teaches students about our government.	1	2	3	4	5
6. Teaches students about health.	1	2	3	4	5
7. Teaches students to be critical consumers.	1	2	3	4	5
8. Helps students see cause and effect relationships.	1	2	3	4	5
9. Is effective for teaching about international events.	1	2	3	4	5
10. Is effective for teaching about national events.	1	2	3	4	5
11. Is effective for teaching about local events.	1	2	3	4	5
12. Helps students become critical thinkers.	1	2	3	4	5
13. Leads students to read more news magazines.	1	2	3	4	5
14. Leads students to read more newspapers.	1	2	3	4	5
15. Answers a need in the curriculum.	1	2	3	4	5
16. Teaches current events very well.	1	2	3	4	5
17. Teaches geography very well.	1	2	3	4	5
18. Is a very valuable educational tool.	1	2	3	4	5
19. Is boring to the students.	1	2	3	4	5
20. Holds the close attention of most students.	1	2	3	4	5
21. Lightens my workload.	1	2	3	4	5
22. Increases my workload.	1	2	3	4	5
23. Channel One promotes follow-up discussion/activities.	1	2	3	4	5
24. Channel One can stand alone with no discussion.	1	2	3	4	5

What percentage of your class:
1. Pays close attention to the news? ____%
2. Pays close attention to the advertisements? ____%
3. Is actively involved with discussions? ____%

Which students seem to benefit most from using Channel One?
_____ Remedial/At Risk _____ Average _____ Above Average _____ Other, please explain

TURN THIS PAGE OVER AND FILL IN THE BACK

The Advertising:	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1. Does not belong in schools.	1	2	3	4	5
2. Can have too much influence on students.	1	2	3	4	5
3. Is pretty truthful about the product.	1	2	3	4	5
4. Pressures students to buy products like others have.	1	2	3	4	5
5. Our classroom discusses the advertisements.	1	2	3	4	5
6. Channel One ads are like the ads shown on regular TV.	1	2	3	4	5
7. Students seem to like the ads better than the news.	1	2	3	4	5
8. Students remember the advertising more than the news.	1	2	3	4	5
9. There is nothing wrong with watching ads in school.	1	2	3	4	5
10. I see ads in other places in school, not just Channel One.	1	2	3	4	5

Write a brief explanation for each following question.

1. Describe your school's experience with Channel One this year.
   In general?

   Problems?

   Successes?

   Inspirations?

2. Has the showing of advertisements in school caused any problems or concerns? (Check one) [ ] NO [ ] YES
   Why or why not?

3. Are you attempting to fit the program **into the curriculum** or is it being used as a **stand-alone topic**? (check 1)

   _____ Fit into curriculum. **HOW?**_____

   _____ Stand-alone topic

4. What usually happens in your classroom after the Channel One broadcast is over?

5. Are any particular teachers responsible for discussing the news with students after viewing? Please explain.

Channel One News Survey School _____ Student Number_____ Grade Level _____ Date_____

What do you think about the NEWS? Circle a number for each statement below.

The News:

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1. Coverage seems complete.	1	2	3	4	5
2. Is accurate.	1	2	3	4	5
3. Covers the most important issues.	1	2	3	4	5
4. Covers the same topics as regular daily news programs.	1	2	3	4	5
5. Is better than the local evening news.	1	2	3	4	5
6. Is better than the national evening news.	1	2	3	4	5
7. Is too fast.	1	2	3	4	5
8. Is too slow.	1	2	3	4	5
9. Is just the right pace.	1	2	3	4	5
10. Is too simple.	1	2	3	4	5
11. Is too complex to cover in such a short time.	1	2	3	4	5
12. The news seems more important than the ads.	1	2	3	4	5
13. I like the news better than the advertising.	1	2	3	4	5
14. Channel One has taught me a lot about current events.	1	2	3	4	5
15. Channel One has taught me where places are in the world.	1	2	3	4	5
16. Channel One is a good way to learn about the news.	1	2	3	4	5
17. Channel One is boring.	1	2	3	4	5
18. I usually watch Channel One but do not listen.	1	2	3	4	5
19. I usually listen to Channel One but do not watch it.	1	2	3	4	5
20. I often do not pay attention to the Channel One program.	1	2	3	4	5
21. I like Channel One news a lot.	1	2	3	4	5
22. Our school should continue to view Channel One news.	1	2	3	4	5
23. I have learned a lot from Channel One news.	1	2	3	4	5
24. Channel One causes me to think more about the news.	1	2	3	4	5
25. Our class usually discusses the news after we view it.	1	2	3	4	5
26. Channel One is easier to understand than other TV news.	1	2	3	4	5
27. The quality of news is very good.	1	2	3	4	5

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What do you think about the ADS? Circle a number for each statement below.

The Advertising:

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1. Does not belong in schools.	1	2	3	4	5
2. Is a form of propaganda that can influence people.	1	2	3	4	5
3. Can have too much influence on students.	1	2	3	4	5
4. Influences what I buy.	1	2	3	4	5
5. Is pretty truthful about the product.	1	2	3	4	5
6. Generally stretches the truth about a product's worth.	1	2	3	4	5
7. Pressures me to buy products like other students have.	1	2	3	4	5
8. Is not to be trusted.	1	2	3	4	5
9. Our classroom discusses the advertisements.	1	2	3	4	5
10. Channel One ads are like the ads shown on regular TV.	1	2	3	4	5
11. Channel One ads are better than regular TV advertising.	1	2	3	4	5
12. Our class is taught to be critical of advertisements.	1	2	3	4	5
13. The advertising seems more important than the news.	1	2	3	4	5
14. I like the advertising better than the news.	1	2	3	4	5
15. I remember the advertising more than the news.	1	2	3	4	5
16. There is nothing wrong with watching ads in school.	1	2	3	4	5
17. I see ads in other places in school, not just Channel One.	1	2	3	4	5

In any week:

	Never	1-2 Times	3-4 Times	5-6 Times	Every Day
1. How often do you watch the news on TV at home?	1	2	3	4	5
2. How often do you read the newspaper?	1	2	3	4	5
3. How often do you read news magazines?	1	2	3	4	5

4. Has Channel One caused you to read more news magazines? YES or NO (circle 1)

5. When you do watch news, which news do you watch at home? LOCAL or NATIONAL (circle 1)

6. What is your ethnic origin? (check one)
_____Asian _____Black _____Hispanic _____Native American _____White

7. How much money do you usually spend per week?_____dollars

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What is your gender? (check one) ____Male ____Female

Write a brief explanation for each question below.

1. What problems could arise out of showing advertisements in schools?

2. Do you think it is okay to show advertisements in school? Why or why not?

3. From yesterday's Channel One news show , name 3 news stories and tell why they are important.

   (1)

   (2)

   (3)

4. From yesterday's Channel One news show , name and describe 3 advertisements that you remember the most.

   (1)

   (2)

   (3)

5. List the news magazines that you read regularly.

6. Which parts of the newspaper do you read?

7. What usually happens in your classroom after the Channel One broadcast is over?

Channel One News Survey for Parents

School _____ Name (optional)_____ Date_____

Your Occupation _____ Gender_____ Age_____

Circle a number for each statement below.

		Yes	No
1.	Have you heard of Channel One news before?	1	2
2.	Have you seen any of the Channel One programs?	1	2

Channel One News:

		Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1.	Is easier for students to understand than other TV news.	1	2	3	4	5
2.	Helps students become culturally literate.	1	2	3	4	5
3.	Helps students become better citizens.	1	2	3	4	5
4.	Teaches students about our government.	1	2	3	4	5
5.	Teaches students about health.	1	2	3	4	5
6.	Teaches students to be critical consumers.	1	2	3	4	5
7.	Helps students become critical thinkers.	1	2	3	4	5
8.	Leads students to read more news magazines.	1	2	3	4	5
9.	Leads students to read more newspapers.	1	2	3	4	5
10.	Answers a need in the curriculum.	1	2	3	4	5
11.	Teaches current events very well.	1	2	3	4	5
12.	Teaches geography very well.	1	2	3	4	5
13.	Is a very good quality teaching tool.	1	2	3	4	5
14.	Students learn a lot from Channel One news.	1	2	3	4	5
15.	Channel One news is a good addition to the school curriculum.	1	2	3	4	5
16.	I want my child to view Channel One news.	1	2	3	4	5
17.	Students who view Channel One news will have an educational advantage over those who don't view.	1	2	3	4	5
18.	Channel One dictates school curriculum and should not be allowed.	1	2	3	4	5

The Advertising:

		Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1.	Does not belong in schools.	1	2	3	4	5
2.	Can have too much influence on students.	1	2	3	4	5
3.	Is usually pretty truthful about the products.	1	2	3	4	5
4.	Pressures students to buy products like others have.	1	2	3	4	5
5.	Channel One ads are like the ads shown on regular TV.	1	2	3	4	5
6.	There is nothing wrong with watching ads in school.	1	2	3	4	5
7.	I see ads in other places in school, not just Channel One.	1	2	3	4	5
8.	Teenagers are gullible and should not be view ads in school.	1	2	3	4	5
9.	Advertising to teenagers in school should not be allowed.	1	2	3	4	5
10.	The benefits of Channel One news outweigh the disadvantages of advertising.	1	2	3	4	5
11.	Teenagers are old enough to be critical consumers of ads.	1	2	3	4	5

TURN THIS PAGE OVER AND FILL IN THE BACK

In any week, how often do you:	Never	1-2 Times	3-4 Times	5-6 Times	Every Day
1. Watch the news on TV at home?	1	2	3	4	5
2. Read the newspaper?	1	2	3	4	5
3. Read news magazines?	1	2	3	4	5
4. Discuss the news with your child(ren)?	1	2	3	4	5
5. Critically discuss advertisements with your child(ren)?	1	2	3	4	5

Write a brief explanation for each following question.

1. What problems could arise out of showing advertisements in schools?

2. Do you think it is okay to show advertisements in school? Why or why not?

3. Were you involved in making the decision to implement Channel One? ____ Yes ____ No

4. What factors influenced that decision?

5. Why do you think Channel One has caused such a controversy? Please explain.

6. In your opinion, what is the key issue that educators should be concerned about when considering Channel One?

7. How has your school accommodated the extra 12 minutes to view Channel One news? If there has been any change in daily schedule, how do you feel about it?

8. Highest grade you completed in school?
_____Did not complete High School _____Completed High School _____Some 1-2 years of college, no degree
_____2 yr College or Vocational School Degree _____4 yr college degree _____Graduate School

9. What is your combined household annual income range? ____Less than 15,000 ____15,000-25,000
____25,000-35,000 ____35,000-45,000 ____45,000-55,000 ____55,000-65,000 ____More than 65,000

10. Check your main ethnic origin. ____Asian ____Black ____Hispanic ____Native American ____White

THANK YOU FOR YOUR HELP!

**PLEASE RETURN THIS SURVEY TO SCHOOL WITH YOUR CHILD.
IF YOU DESIRE, FEEL FREE TO PLACE IT IN A SEALED ENVELOPE,
LABELED "CHANNEL ONE SURVEY"**